

FIG. 1

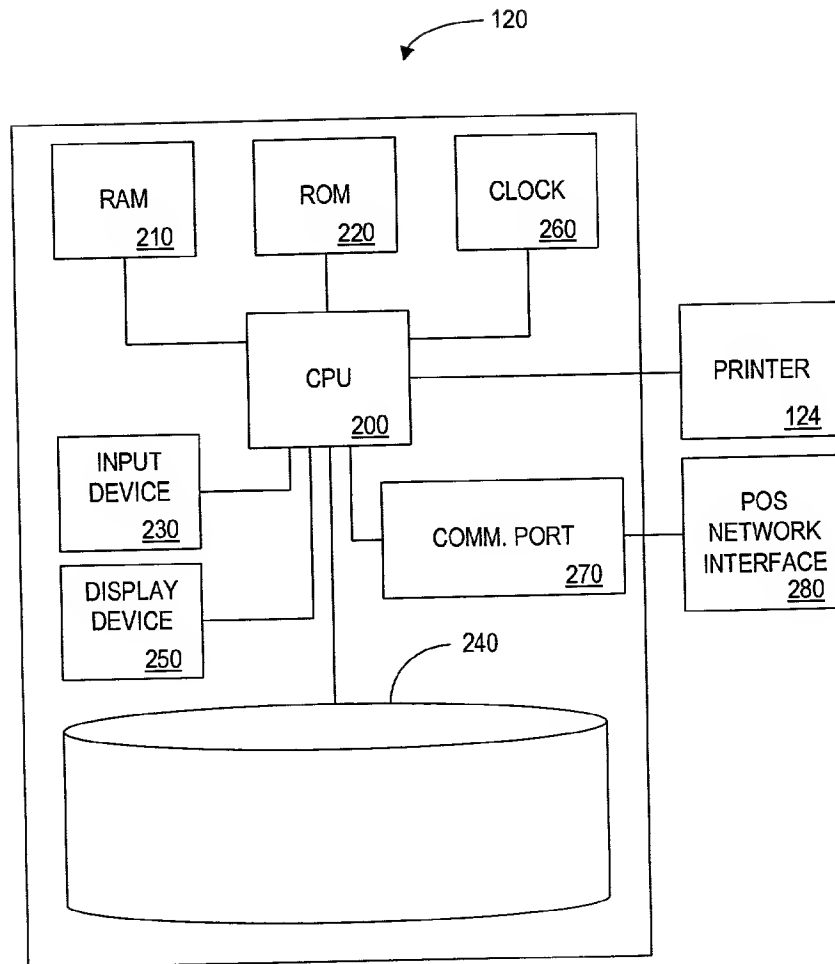


FIG. 2

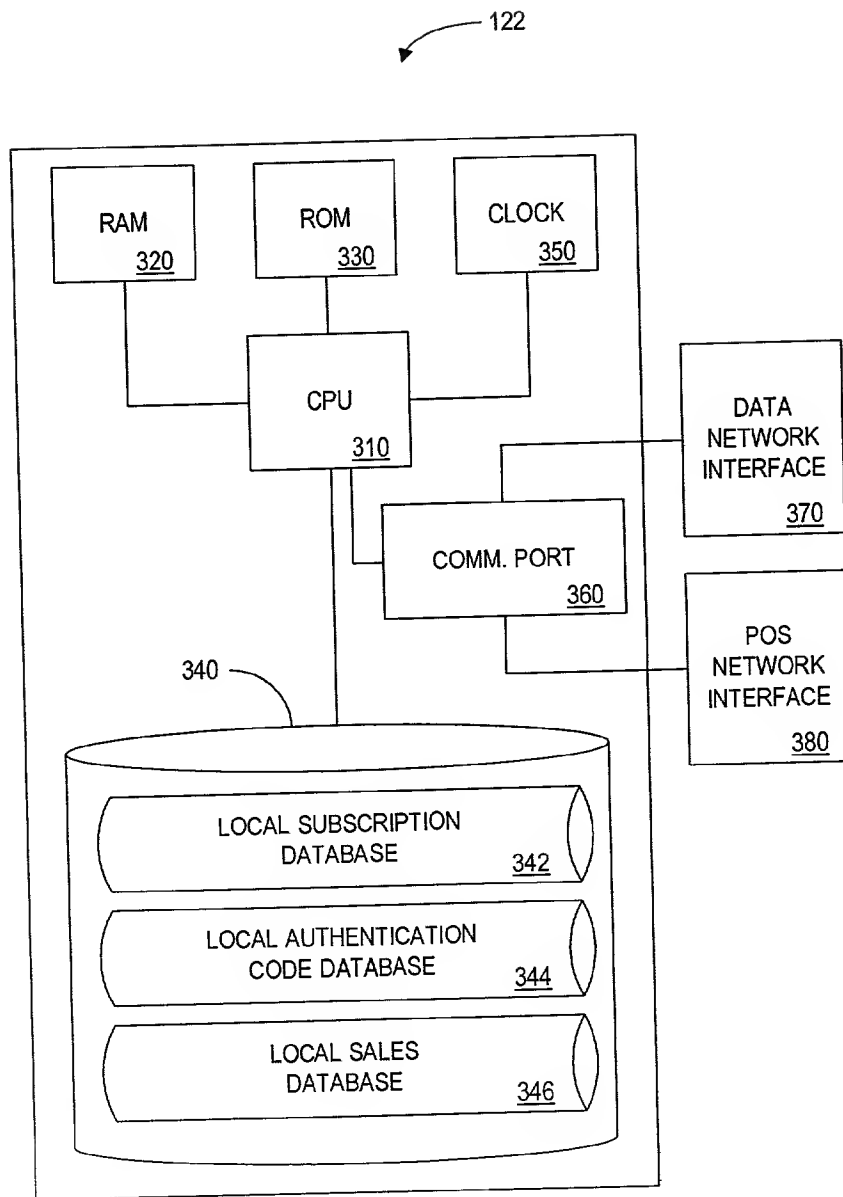


FIG. 3



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PERIODICAL NAME	TERM	PRICE
TIME	12 MONTHS	\$20.00
TIME	24 MONTHS	\$38.00

FIG. 5

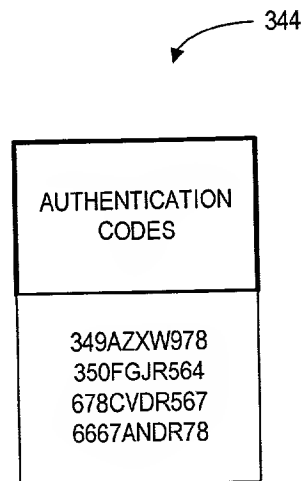
[illegible]

FIG. 6

346

DATE	SALES RECEIPT NUMBER	SUBSCRIPTION TITLE	SUBSCRIPTION PRICE	TERM MONTHS	AMOUNT OWED TO WHOLESALE; COST OF SINGLE ISSUE	AMOUNT OWED TO RETAIL SUBSCRIPTION SERVICE; COST OF SUBSCRIPTION
2/15/97	3478	TIME	\$20.00	12	\$2.00	\$10.00

FIG. 7

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STORE ID#	DATE	SUBSCRIBER NAME	SUBSCRIBER ADDRESS	PERIODICAL NAME	TERM	AUTHENTICATION CODE	# ISSUES
1234	3/30/97	JOHN DOE	1 MAIN ST. TOWN, CT	TIME	6	349AZXW988	11

FIG. 8



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STORE IDENTIFICATION NUMBER	AUTHENTICATION CODES
1234	349AZXW978 350FGJR564 678CVDR567 6667ANDR78
1235	B2978566AZ

FIG. 9

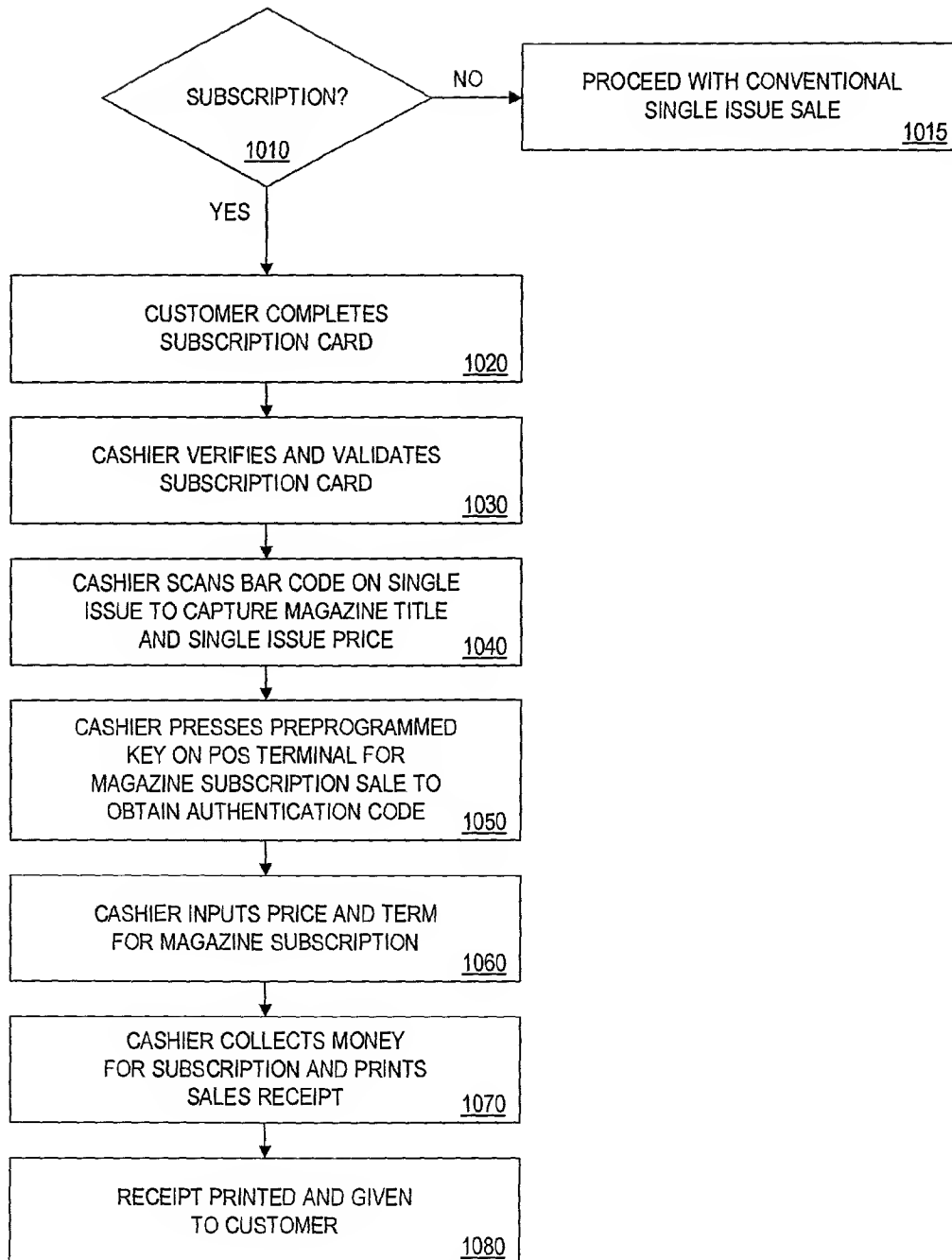


FIG. 10

0928550 4044

☐ YES! SEND ME 1 YEAR (12 ISSUES) OF  
BUSINESS WEEK MAGAZINE FOR ONLY \$19.94

☐ PAYMENT ENCLOSED      ☐ BILL ME

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

ALLOW 4-8 WEEKS FOR DELIVERY

FIG. 11

DECEMBER 15, 1997      SALES RECEIPT # 3478

## BOOKS / MAGAZINES STORE

GONE WITH THE WIND	\$11.00
BRIDGES OF MADISON COUNTY	7.00
TIME MAGAZINE	4.00
SUBSCRIPTION - 12 MONTHS	16.00
TAX	1.25
TOTAL	<u>\$39.25</u>

GONE WITH THE WIND	\$11.00
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BRIDGES OF MADISON COUNTY 7.00

TIME MAGAZINE	4.00
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SUBSCRIPTION - 12 MONTHS	16.00
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TAX	1.25
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TOTAL	\$39.25
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PLEASE CALL 1-800-XXX-XXXX WITH  
ANY QUESTIONS REGARDING THIS  
SUBSCRIPTION

AUTHENTICATION CODE 349AZXW968

**BOOKS / MAGAZINES STORE**

FIG. 12

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graph TD
    1310[CUSTOMER GIVES PERIODICAL TO CASHIER FOR CHECK-OUT 1310] --> 1315[CASHIER SCANS THE UNIFORM PRODUCT CODE (UPC) ON THE PERIODICAL 1315]
    1315 --> 1320{IS SUBSCRIPTION AVAILABLE FOR THE PERIODICAL? 1320}
    1320 -- YES --> 1325[POS CONTROLLER SENDS PERIODICAL SUBSCRIPTION UPSELL QUERY TO POS TERMINAL 1325]
    1325 --> 1330{DOES THE CUSTOMER WANT A SUBSCRIPTION? 1330}
    1330 -- YES --> A((A))
    1330 -- NO --> 1335[PROCEED WITH CONVENTIONAL SINGLE-ISSUE SALE 1335]
    1320 -- NO --> 1335

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TO FIG. 13B

1848

FIG. 13B

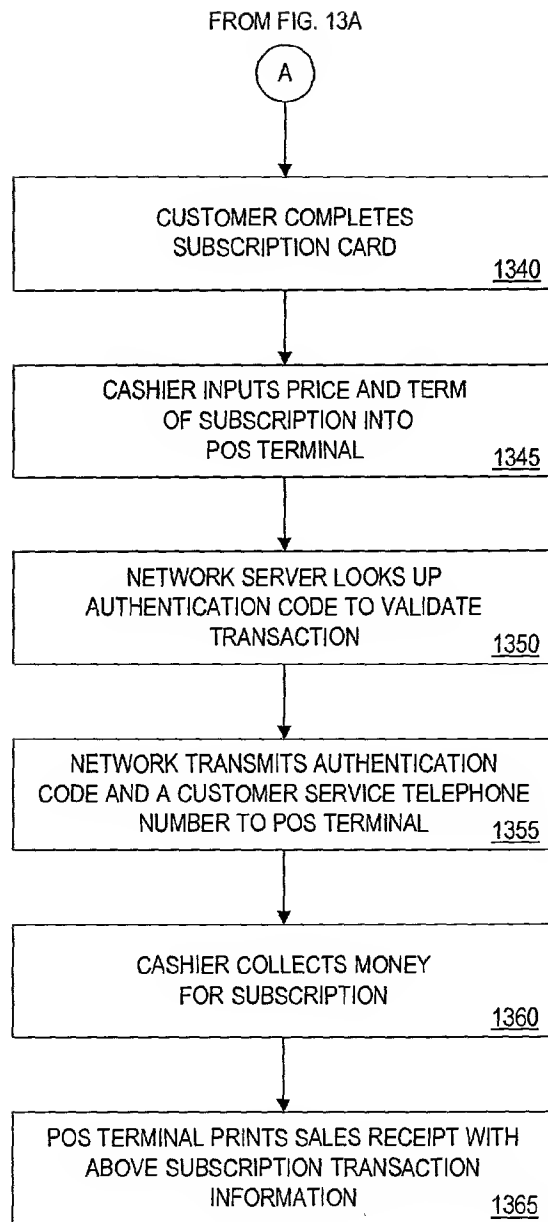


FIG. 13B

09255500 00000000

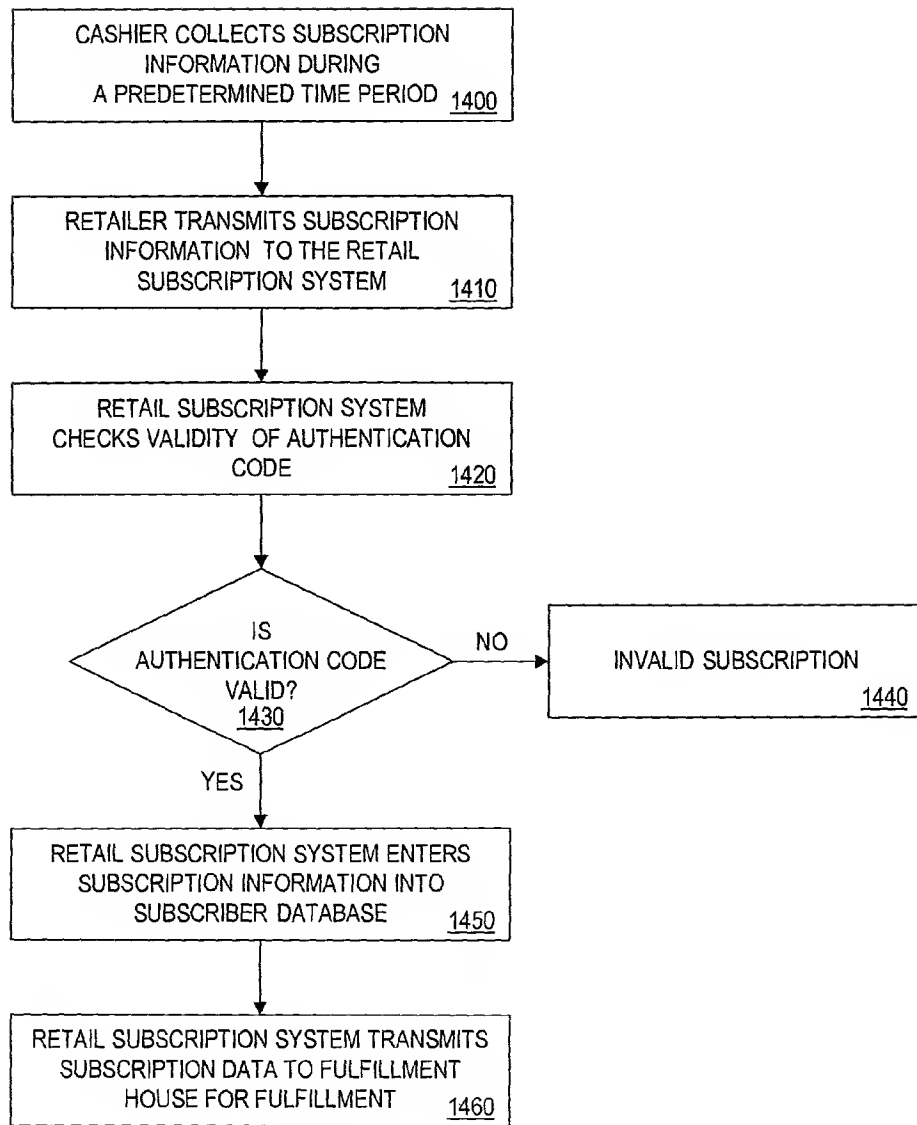


FIG. 14

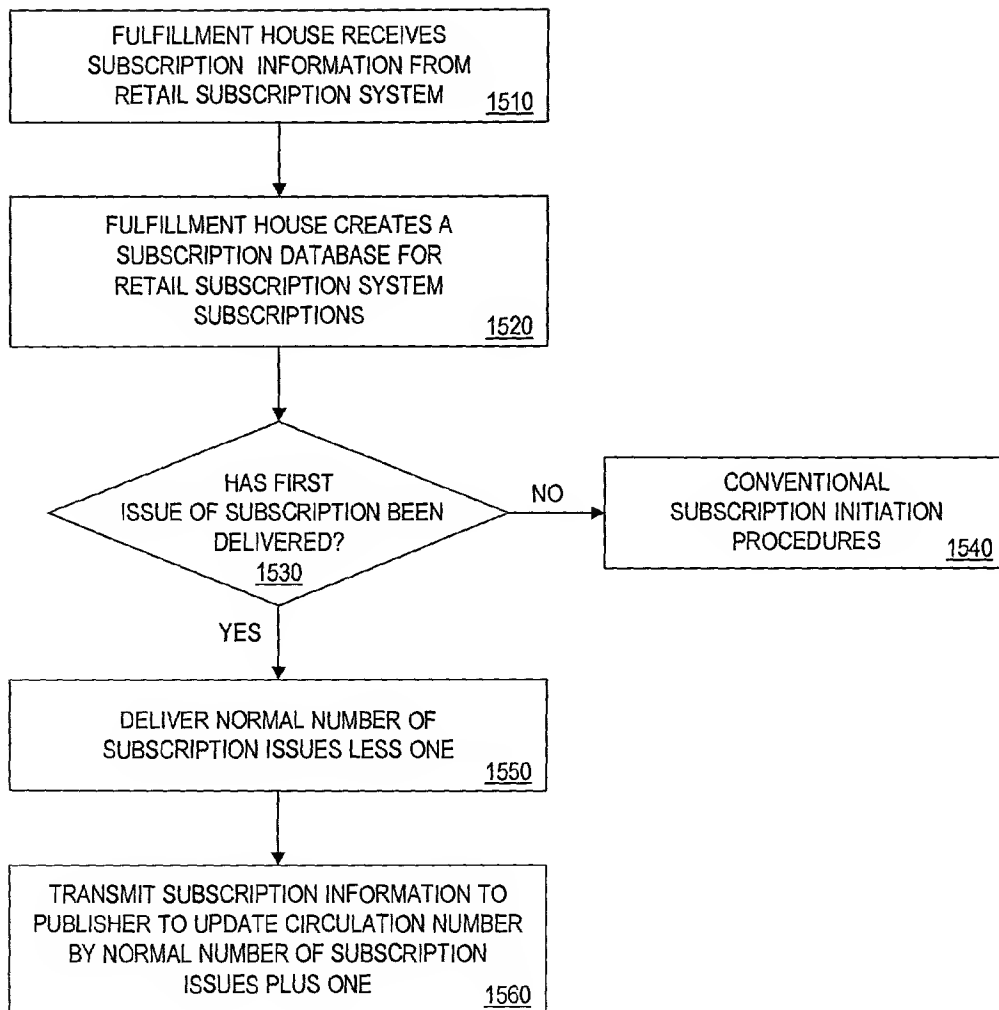


FIG. 15



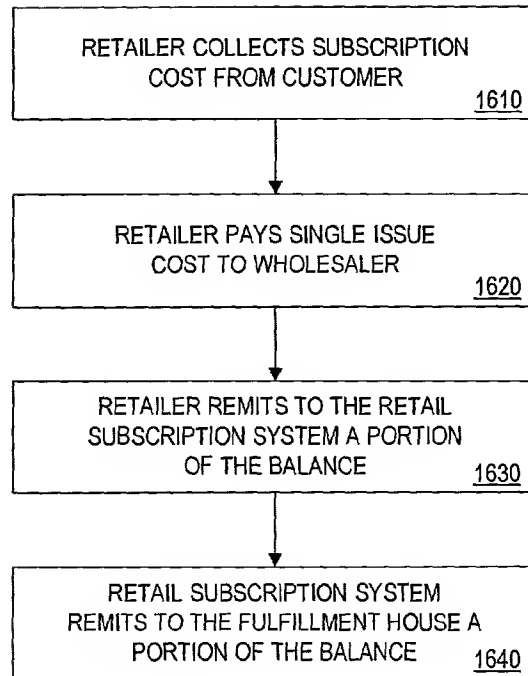


FIG. 16